

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions and listings of claims in the application:

LISTING OF CLAIMS:

1. (*Currently Amended*) A method for exchanging trading points through a telecommunications network~~trading service method~~, wherein the method comprises~~comprising the step of:~~

receiving ~~through a telecommunications network~~ a request to trade ~~for~~ trading points awarded to a customer ~~gets from~~ a member shop, and

carrying out a transaction corresponding to the request to trade ~~for~~ trading points with at least one other customer.

2. (*Original*) The method of claim 1, wherein the trading points are selected from the group consisting of: cyber money, product purchasing points, advertisement clicking points, thank-you coupon, and mileage points.

3. (*Currently Amended*) The method of claim 1, wherein the method further comprises~~comprising the step of:~~ calculating a balance of the customer's remaining trading points after the customer uses the trading points to purchase a good or a service.

4. (*Currently Amended*) A method for exchanging trading points through a telecommunications network~~points trading service method~~, wherein the method ~~comprises~~comprising the steps of:

- (a) collecting information regarding a customer's ~~customers'~~ trading points portfolio from member shops and storing the information in a customer database;
- (b) receiving information on a trading points trade request from a customer; and
- (c) initiating a ~~trading points~~ transaction with at least one other customer according to the received trading points trade request.

5. (*Original*) The method of claim 4, wherein the trading points are selected from the group consisting of: cyber money, product purchasing points, advertisement clicking points, thank-you coupon, and mileage points.

6. (*Currently Amended*) The method of claim 4, wherein the method further comprises ~~comprising the step of:~~ updating the a-customer database and a transaction database according to a result from the trading points transaction, ~~and sending the result to the corresponding member shop.~~

7. (*Currently Amended*) The method of claim 5, wherein the method further comprises ~~comprising the step of:~~ updating the a-customer database and a transaction database according to a result from the trading points transaction, ~~and sending the result to the corresponding member shop.~~

8. (*Currently Amended*) The method of claim 4, wherein the method further comprises
~~comprising the step of:~~ calculating a balance of the customer's remaining trading points after the
customer uses the trading points to purchase a good or a service.

9. (*Currently Amended*) The method of claim 5, wherein the method further comprising
~~the step of:~~ calculating a balance of the customer's remaining trading points after the customer
uses the trading points to purchase a good or a service.

10. (*Currently Amended*) A method for exchanging trading points through a
telecommunications network~~points trading service method~~, wherein the method
comprises~~comprising the steps of:~~

collecting information regarding a customer's ~~customers'~~ trading points portfolio from
member shops and storing the information in a customer database;

sending information regarding ~~on~~ the customer's trading points and exchange rates stored
in the customer database;

receiving a trading points trade request from the customer to exchange trading points
with at least one other customer; and

transacting the customer's points according to the received trading points trade request.

11. (*Original*) The method of claim 10, wherein the trading points are selected from the group consisting of: cyber money, product purchasing points, advertisement clicking points, thank-you coupon, and mileage points.

12. (*Currently Amended*) The method of claim 10, wherein the customer's trade request further comprises ~~is for~~ changing the customer's trading points into a cash equivalent and processing the customer's trading points according to the resulting cash equivalent.

13. (*Currently Amended*) The method of claim 11, wherein the customer's trade request further comprises ~~is for~~ changing the customer's trading points into a cash equivalent and processing the customer's trading points according to the resulting cash equivalent.

14. (*Currently Amended*) The method of claim 10, wherein the method further comprises ~~further comprising the step of:~~ updating a customer database and a transaction database according to the result of the customer's trade request, and sending the result to the corresponding member shop.

15. (*Currently Amended*) The method of claim 11, wherein the method further comprises ~~further comprising the step of:~~ updating a customer database and a transaction database according to the result of the customer's trade request, and sending the result to the corresponding member shop.

16. (*Currently Amended*) The method of claim 10, wherein the method further comprises
~~further comprising the step of~~ calculating a balance of the customer's remaining trading points
after the customer uses the trading points to purchase a good or a service.

17. (*Currently Amended*) The method of claim 11, wherein the method further comprises
~~further comprising the step of~~ calculating a balance of the customer's remaining trading points
after the customer uses the trading points to purchase a good or a service.

18. (*Currently Amended*) A method for exchanging trading points through a
telecommunications network~~points trade service method~~, wherein the method comprising the
~~steps of~~comprises:

receiving a request a customer to buy trading points from at least one other ~~a~~-customer;
buying trading points corresponding to the request; and
updating a customer database according to a result from the buying of trading
points~~process~~, and sending the result to a member shop that corresponds to the trading points.

19. (*Currently Amended*) The method of claim 18, wherein the method further comprises
~~further comprising the step of~~ sending information concerning the customer's trading points and
transaction exchange rates stored in the customer database to the customer.

20. (*Original*) The method claim 18, wherein the trading points are selected from the group consisting of: cyber money, product purchasing points, advertisement clicking points, thank-you coupon, and mileage points.

21. (*Cancelled*).

22. (*Currently Amended*) The method of claim 18, wherein the method further comprises ~~further comprising the step of:~~ updating a customer database according to a result from the buying process, and sending the result to the member shop corresponding to the trading points.

23. (*Currently Amended*) The method of claim 19, wherein the method further comprises ~~further comprising the step of:~~ updating a customer database according to a result from the buying process, and sending the result to the member shop corresponding to the trading points.

24. (*Currently Amended*) The method of claim 18, wherein the method further comprises ~~further comprising the step of:~~ calculating a balance of the customer's remaining trading points after the customer uses the trading points to purchase a good or a service.

25. (*Currently Amended*) The method of claim 19, wherein the method further comprises ~~further comprising the step of:~~ calculating a balance of the customer's remaining trading points after the customer uses the trading points to purchase a good or a service.

26. (*Currently Amended*) The method of claim 22, wherein the method further comprises
~~further comprising the step of~~ calculating a balance of the customer's remaining trading points
after the customer uses the trading points to purchase a good or a service.

27. (*Currently Amended*) The method of claim 23, wherein the method further comprises
~~further comprising the step of~~ calculating a balance of the customer's remaining trading points
after the customer uses the trading points to purchase a good or a service.

28. (*Currently Amended*) ~~An A-points trading service~~ apparatus for providing a points
trading service through a telecommunications network, the apparatus comprising:

an information collecting unit for collecting information on a customer's ~~customers'~~
trading points from a plurality of member shops;

a customer database for storing the information on the customer's ~~customers'~~ trading
points received from the member shops;

a transaction processing unit that receives ~~for receiving information on a~~ trading points
trade request from a customer, and processes ~~processing a trading point~~ transaction with at least
one other customer according to the trading points trade request; and

a transaction database for storing information on the trading points trade request sent
from the customer and a result of the transaction ~~processing transactions~~.

29. (*Original*) The apparatus of claim 28, further comprising:

an information providing unit for sending customer's trading point information and transaction exchange information stored in the customer database to the customer.

30. (*Original*) The apparatus of claim 29, wherein the trading points are selected from the group consisting of: cyber money, product purchasing points, advertisement clicking points, thank-you coupon, and mileage points.

31. (*Original*) The apparatus of claim 29, wherein the exchange rate information indicates a cash value or an absolute value corresponding to the trading points and is provided by a separate system installed outside of the service providing server.

32. (*Original*) The apparatus of claim 28, further comprising:

a shopping mall management unit for processing cyber shopping, and providing trading points in proportion to a good purchased and a service for buying goods with the trading points.

33. (*Original*) The apparatus of claim 29, further comprising:

a shopping mall management unit for processing cyber shopping, and providing trading points in proportion to a good purchased and a service for buying goods with the trading points.

34. (*Original*) The apparatus of claim 30, further comprising:

a shopping mall management unit for processing cyber shopping, and providing trading points in proportion to a good purchased and a service for buying goods with the trading points.

35. (*Original*) The apparatus of claim 31, further comprising:

a shopping mall management unit for processing cyber shopping, and providing trading points in proportion to a good purchased and a service for buying goods with the trading points.

36. (*Currently Amended*) The apparatus of claim 28 ~~[[29]]~~, further comprising:

a network interface for linking a service provider server to a member shop server; and
a web server for linking a customer computer server to the service provider server via an internet.

37. (*Original*) The apparatus of claim 30, further comprising:

a network interface for linking a service provider server to a member shop server; and
a web server for linking a customer computer server to the service provider server via an internet.

38. (*Original*) The apparatus of claim 31, further comprising:

a network interface for linking a service provider server to a member shop server; and
a web server for linking a customer computer server to the service provider server via an internet.

39. (*Currently Amended*) A ~~points trading service system~~ providing wherein a points trading service is provided through a telecommunications network coupled to a customer computer and a member shop computer, the ~~points trading service system~~ comprising:

- ~~a telecommunications network;~~
- a customer computer for sending ~~information on a~~ trading points trade request;
- a member shop computer for providing customer's points ~~through the telecommunications network;~~ and
- a service providing server that stores for storing the customer's points received from the member shop computer, receives receiving information on the trading points point trade request from the customer to exchange trading points with at least one other customer[[,]] and processes a transaction processing point transactions with other customers according to the trading points received trade request information.

40. (*Currently Amended*) A computer program product for enabling a computer to execute a points trading transaction, comprising:

- software instructions for enabling the computer to perform predetermined operations, and
- a computer readable medium bearing the software instructions;

said predetermined operations comprising~~including the steps of~~:

- collecting information on a customer's trading points from a member shop;
- ~~storing at the computer a record of the collected information for each customer;~~

receiving ~~information on a~~ trading points trade request from a customer's computer;

executing a trading transaction upon receiving the customer's trading points trade request by trading points with at least one other customer;

calculating the customer's trading point balance once the transaction has been processed; and

sending the customer's final trading point balance to a customer database ~~and the appropriate member shop.~~

41. (*Original*) The computer program product for enabling a computer to execute a points trading transaction according to claim 40, wherein the trading points are selected from the group consisting of: cyber money, product purchasing points, advertisement clicking points, thank-you coupon, and mileage points.

42. (*Original*) The computer program product for enabling a computer to execute a points trading transaction according to claim 40, wherein the customer trade request is for changing the customer's trading points into a cash equivalent and processing the customer's trading points according to the resulting cash equivalent.